

MISSION

TM

DEVELOPMENT INTERN AT MISSION

Kyle Jenifer

ABOUT MISSION

- Mission is a brand marketing agency focused mainly in the Sports, Consumer Brands, Higher Education, and Destinations & Attractions Industry.
- The Agency was founded in 2000 and is headquartered in Baltimore, MD.
- Has around 40 people in the company.
- Some of their clients include John Hopkins University, Towson University, Maryland Zoo, Maryland Science Center, STX.
- Their core competencies are Branding & Identity Systems, Digital & integrated Marketing, and Custom Websites & Technical Integration.

Responsibilities

- Building and repairing front-end, dynamic websites
- Developing CMS templates on open-source platforms such as Wordpress
- Executing QA testing focusing on mobile compatibility and WCAG 2.1 ADA compliance
- Performing troubleshooting on website issues regardless of platform familiarity

<https://www.stx.com/fiber-mens-lacrosse-handles>

<http://kyle.missionmedia.net/sandbox/static/index.html>

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- Lightweight Nano Weave carbon provides superior durability and performance
- Built with Constant Flex for durable and consistent performance
- O-Grip concave octagon profile provides traditional feel with targeted grip zones
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ADA Compliance

The screenshot shows the homepage of the Accessibility Checker. At the top, there is a navigation menu with links for 'Accessibility Guides', 'Free Tools', 'Resources', 'Advanced', and 'About Us'. The main heading reads 'Find out if your website is Accessible and Compliant'. Below this, a sub-heading states: 'Our free ADA and WCAG compliance checker identifies web accessibility issues and gives exact instructions for fixing them. Type your URL to start now!'. There is a form with a text input field containing 'Type Website's URL', a dropdown menu for 'United States', and a green 'Check website' button. At the bottom, there is a cookie consent banner with the text: 'We use cookies to provide our services and a good browsing experience. By continuing to use Accessibility Checker, you agree to this. You can find more information and review your cookie settings on our cookie policy.' and an 'I Accept' button.

	WCAG1	WCAG2	Section 508	Key
A	●	●	●	● Priority A - disabled users will find it impossible to
AA	●	●		● Priority AA - disabled users will find it difficult to use
AAA	●			● Priority AAA - disabled users will find it somewhat

Priority	URL / Description
⊗ ●	Absolute CSS positioning can make pages unreadable when style sheets are turned off.
⊗ ●	Document title must not be blank.
⊗ ●	IMG tags must have an ALT attribute.
	Add an ALT attribute describing each image, which screen readers read aloud. Spacers should use ALT="".
	http://test.impresshq.com/products/officetemplates.htm
⊗ ●	Include a TITLE attribute for MAP elements.
⊗ ●	People with low vision often turn off style sheets, so they won't see content inserted. Move the content from CSS to the HTML page so that all users can see it.
	http://test.impresshq.com/css/base/b-content.css

Challenges

- Browser and Platform Compatibility - Images and Text are not always correct on different Browsers
- UI/UX - Images from Adobe Document not always appearing on Website with all Pixels
- CMS Templates - Migrating to Wordpress, Making Dynamic using PHP
- Knowledge of Framework and Platforms - Only knowing beginner basics of HTML/CSS/JavaScript

Classroom Experience

COSC 119 - Intro to Web Development

All of my Computer Science Courses helped with Debugging and
Researching

What I Gained

Working with a CMS

HTML/CSS/JavaScript/PHP depth

Debugging experience

Working in a team and meeting deadlines

My Takeaway

- This internship was an amazing experience for me, allowing me to experience an office job for the first time, to see one of the branches my major can lead me down, and to learn about the basis of Web Development
- With the knowledge I gained from this experience, I feel much more prepared for both the rest of my major and the world beyond college

Q&A/END

